

Methodology:

Results are based on an online study conducted from February 24 to February 26, 2023, among 1,000 adults in Canada.

The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada.

The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

The Fur-Bearers Humane Survey – 2023

How important is it to you that animals have their basic physical and psychological needs met?

- Two thirds of Canadians (66%) consider this as “very important”, while almost three-in-ten (28%) deem it “moderately important.”

Do you trust or distrust each of the following groups when it comes to defining the word “humane” regarding the treatment of animals?

- More than four-in-five Canadians “completely trust” or “moderately trust” two groups: veterinarians (87%) and animal protection organizations (e.g. SPCA, humane societies, etc.) (82%).
- More than two thirds of Canadians trust two groups: animal welfare scientists (73%) and Indigenous Peoples (68%).
- Half of Canadians (51%) trust national governments (provincial, territorial, or federal).
- The level of trust is lower for industry groups (e.g. agricultural associations, hunting/trapping associations, etc.) (43%), international governments (42%) and corporations (33%).

Sentience can be defined as “the capacity to experience positive and negative feelings such as pleasure, joy, pain and distress”. Do you agree or disagree that animals are sentient?

- Almost nine-in-ten Canadians (87%) agree that animals are sentient, while only 7% disagree and 6% are not sure.

When thinking about the word “humane”, do you consider the humane treatment of animals to involve...

- Fewer than half of Canadians think “humane treatment” involves only mental/psychological treatment (39%) or only physical treatment (42%).
- For 85% of Canadians, “humane treatment” involves both physical and mental/psychological treatment.

Do you agree or disagree that the following practices involving animals are humane?

- Only three practices are considered “humane” by a majority of Canadians: wildlife rehabilitation (78%), live capture, collaring, and release of wildlife (63%) and fishing (60%).
- More than a third of Canadians consider two practices as “humane”: live/cage traps (44%) and keeping wild animals in zoos / captivity (36%).
- Fewer Canadians believe the other nine practices are “humane”: glue traps (sticky traps for rodents) (31%), fur farming (26%), poison (e.g. rodenticide, strychnine) (24%), killing trap for wildlife (e.g. neck snare, conibear) (23%), restraining trap for wildlife (e.g. leg-hold) (also 23%), the use of gestation crates (21%), using gas chambers to kill animals (also 21%), the use of battery cages (18%) and drowning animals (15%).

Euthanasia is defined as “a good death”. Do you agree or disagree that the following common practices are considered “euthanasia” for an animal?

- Just under half of Canadians (48%) agree with anesthetic overdose (e.g. injection of barbiturates) being considered euthanasia.
- Fewer than a third of Canadians agree with the other practices being considered euthanasia: gunshot to the head (31%), gas chamber (22%), captive bolt gun (also 22%), decapitation (21%), cervical dislocation (neck breaking) (20%),



mechanical trap (17%), blunt force trauma (16%), anal electrocution (14%) and maceration (13%).

How likely are you to change your purchasing behaviour if a product you intend to buy is labelled humane?

- Almost two thirds of Canadians (64%) say they are “very likely” or “moderately likely” to change their purchasing behaviour if a product is labelled humane.
- Likelihood to alter purchasing behaviour if a product is labelled humane is highest among women (66%), Canadians aged 18-to-34 (71%), Ontarians (68%) and the highest income bracket (69%).

*As a consumer, do you trust or distrust certification programs from **industry associations** when they label products as humane?*

- Half of Canadians (51%) say they “completely trust” (9%) or “moderately trust” (42%) these certification programs from industry associations.

*As a consumer, how much do you trust certification programs from **animal protection organizations** when they label products as humane?*

- Two thirds of Canadians (67%) say they “completely trust” (15%) or “moderately trust” (52%) these certification programs from animal protection associations.

Do you believe “factory farms” (defined as farms in which animals are raised year-round using intensive methods, confined indoors in close-quarters, and kept in large numbers for the purpose of harvesting meat or animal products) are humane?



- Only 28% of Canadians believe “factory farms” are humane, while more than three-in-five (63%) disagree.

Which of the following terms do you associate with the practice of “factory farming”?

- Majorities of Canadians associate three terms with “factory farming”: animals kept in large numbers (60%), maximum production at minimal cost (55%) and indoor confinement (51%).
- Fewer Canadians associate Industrialization (47%) and intensive methods (41%) with “factory farming.”

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